



VeriStell Institute™

~ PRESENTS ~



CORPORATE PURPOSE

*"It is not because things are difficult that we do not dare
it is because we do not dare that things are difficult."*

~ Seneca, 64 AD Roman Stoic Philosopher ~



**DARING
to LEAP**

**GLOBAL ONLINE FORUM
& HYBRID IN-PERSON AT
THE MIAMI BILTMORE**
May 6th, 2022

REGISTER NOW:

www.daringtoleap.com

A global shift is redefining the contract between businesses and their communities from simply 'being responsible' to creating real social value.

Societal issues are now Boardroom issues.

Having the courage to re-set the purpose of business is the leadership challenge of our time, and crucial to long-term competitive success in the 21st century.

Dare to make the leap!

THE WALRUS



GOODMAN™
SUSTAINABILITY
GROUP inc.



VeriStell Institute™

veristellinstitute.com

Daring to Leap:

C-Suite Courage — Re-setting the Purpose of Business



SOCIAL PURPOSE • CORPORATE ACTION • COMPETITIVE ADVANTAGE

IMPLEMENTING SUSTAINABILITY: NET ZERO, ESG AND CORPORATE PURPOSE

A global shift is redefining the contract between businesses and their communities from simply 'being responsible' to creating real social value.

Societal issues are now boardroom issues. Addressing this new reality will require action on **Net Zero, ESG and Corporate Purpose**. Doing so provides the best chance of success for creating both **shareholder and societal value**.

Real change must come from transparent leadership intentionality and bold action. But how?

Having the courage to re-set the purpose of business is the leadership challenge of our time, and crucial to long-term sustainability.

The Daring to Leap global event has been designed to unveil and illuminate sustainability thought leadership from Corporations, academia, governments and communities.

The forum will also showcase those global brands that are daring to make the leap in the face of immense uncertainty and complexity.

Our unstoppable resolve is that we will find a common way forward, in both the developed and developing world, to mainstream corporate sustainability and impact!

Defining and owning your brand purpose is the most critical competitive advantage of our time.

Friday, May 6, 2022
9 a.m. to 5 p.m. eastern
On-line and in-person
at the Biltmore Hotel, Miami
FREE
Registration Required



THE WALRUS



~ PRESENTS ~

CORPORATE PURPOSE *Miami* C-SUITE COURAGE

Examining 'Transformative Leadership'
in a world filled with ambiguity!

May 5th, 2022 – 7 PM ET VIP Gala Dinner

May 6th, 2022 – 9 AM to 5 PM ET

Online globally & in-person at the iconic Biltmore Hotel in Miami

Join us on for a **one-of-a kind** global symposium showcasing brands that have moved into the new frontier for **Corporate Sustainability**. This symposium will illuminate the transformative 'multi-lens' conversations that occur between **Boards & C-Suite** – enabling **unusually bold corporate action!**

Engaging Miami on Corporate Sustainability, inclusivity and impact. Dare to make the leap!



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You are invited to a 'one-of-a-kind' Event in Miami and online

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REGISTER NOW

Our 30+ C-Suite Influencers



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GEORG KELL

Founder and former Executive Director of the United Nations Global Compact; Chairman of the Board at Arabesque Partners



WIFREDO "WILLY" GORT

Commissioner Emeritus, City of Miami, Former City of Miami Mayor; Chairman, The Hemispheric Congress, CAMACOL



FRANCESCA PEZZOLI

Head of Investor Relations, Snam



COMMISSIONER RAQUEL REGALADO

County Commissioner, Miami-Dade County



HARALD WALKATE

ESG Advisor, Dutch Founders Fund; AIF Institute - Center for ESG and Sustainable Investing - Member Faculty Boards



BRIAN KOMAR

Vice President Global Impact Innovation & Engagement, Salesforce



DUNCAN SINCLAIR

Chair, Deloitte Canada, Deloitte Chile



FAITH GOODMAN

CEO, Goodman Sustainability Group; Founder and Board Director, VeriStell Institute



HAIDER NAZAR

Co-Founder & CEO, MAHA Global



JO ALEXANDER

Purpose Engagement Manager, BP; On Purpose Fellow



IOANNIS IOANNOU

Esteemed Associate Professor of Strategy and Entrepreneurship at London Business School, Board Member and Advisor on Sustainability Leadership



SOFIA MAROUDIA

ESG Officer, Snam; Director, Snam Foundation, Snam



CAMILO PADRON

President, ASELA USA



DR. PATRICIA MCCARNEY

President & CEO, World Council on City Data



BEN MATTHEWS

Group Company Secretary, BP



BRIAN MATTOS

Manager, Pro Bono Programs, Salesforce



ELIZABETH ALVES

Vice President, Enterprise Strategy and Social Responsibility, Cogeco Inc.



GUIDO PALAZZO

Professor, University of Lausanne



IVANKA MAMIC

Senior Vice President, Sustainability, BP



KAREN JARMOC

Assistant Vice President Sustainability Leader, The Hartford

Our 30+ C-Suite Influencers



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LEON SAUNDERS CALVERT

Head of Research & Portfolio Analytics, London Stock Exchange Group (LSEG)



MANUEL PILA

Economic Developer, City of Doral, Florida



MATT HAGGMAN

Executive Vice President, One Community One Goal, Miami-Dade Beacon Council



RANDALL PETERSON

Professor of Organisational Behaviour, London Business School



ROBERTO LEUZINGER

Partner, Vinci Partners



DEREK PURCHASE

Board Member, Nalcor Energy Inc.; Chief Development Officer, Goodman Sustainability Group; Board Chair, VeriStell Institute



LIZ DAHAN

Partner, Brunswick Group



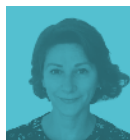
MARCELO SERAPHIM

Head of Network and Outreach - Brazil, Principles for Responsible Investment



NADIM AHMAD

Deputy Director, OECD's Centre for Entrepreneurship, SMEs, Regions and Cities



DR. RENÉE FRIEDMAN

Former Managing Editor, Thought Leadership, Financial Services, EMEA, The Economist Intelligence Unit



TED MERZ

Former Global Head of News Product, Bloomberg LP

AGENDA AT A GLANCE

MAY 5

7:00 PM

VIP DINNER

Biltmore Hotel, Miami

KEYNOTE REMARKS

- *State of the Nations: Corporate Sustainability*

MAY 6

9:00 AM

OPENING KEYNOTE

Georg Kell, Founder and former Executive Director of the United Nations Global Compact; Chairman of the Board at Arabesque Partners

9:30 AM

PROFILE REMARKS

Adapt or Perish: Responding to the Sustainability Disruption

Prof. Ioannis Ioannou, Associate Professor of Strategy and Entrepreneurship at London Business School

10:00 AM

PROFILES

Corporate C-Suite Profiles: Brands who have 'Dared to Leap' on Sustainability

Salesforce, Nestlé, BP UK, Snam (Italy), Cogeco

1:00 PM

MID-DAY KEYNOTE

1:30 PM

THOUGHT LEADERSHIP & FRAMEWORKS

The currency of Trust and Courage

Duncan Sinclair, Deloitte Chair of Canada & Chile

2:00 PM

INVESTOR LENS

Leon Sanders Calvert, Leader of Research and Portfolio Analytics, London Stock Exchange Group

2:30 PM

EMERGING ISSUES

- Geopolitical Risks – Implications for Corporate Sustainability
- Impact: Corporate Finance linked directly to social issues
- Transparency – Cogeco Leadership Team: Winner of 5 global Sustainability Awards I 2021-2022
- Corporate ethics and morals as a new sustainability marker
- Consolidation of ESG Frameworks and the impetus for IMPACT?

4:00 PM

GLOBAL BRAND C-SUITE INTERVIEW

4:30 PM

CLOSING KEYNOTE

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